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2 Claims 1-38 remain in the application and are listed below.

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4 **1. (Previously Presented)** A computer executable method comprising:

5 retrieving content from a plurality of content providers, wherein the

6 retrieved content is to be displayed in at least one Web page;

7 verifying a format of the retrieved content by comparing a data structure of

8 the retrieved content with a data structure defined in a schema file;

9 rejecting particular content if the particular content format is not valid; and

10 if the particular content is valid:

11 scheduling the particular content to be displayed at a scheduled time;

12 and

13 displaying the particular content at the scheduled time, the particular

14 content being displayed by a Web server.

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16 **2. (Original)** A method as recited in claim 1 wherein displaying particular

17 content includes:

18 displaying the particular content using a test Web page; and

19 if the particular content is successfully displayed using the test Web page,

20 displaying the particular content using a live Web page.

21

22 **3. (Original)** A method as recited in claim 1 wherein displaying particular

23 content includes deleting previously displayed content.

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1 **4. (Previously Presented)** A method as recited in claim 1 wherein the
2 scheduled time is an attribute associated with the particular content.

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4 **5. (Original)** A method as recited in claim 1 further comprising storing
5 the retrieved data in a central database.

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7 **6. (Previously Presented)** A method as recited in claim 1 wherein
8 scheduling the particular content includes creating a multi-level directory structure
9 associated with the scheduled time.

10

11 **7. (Previously Presented)** A method as recited in claim 1 wherein the
12 scheduled time is a timeslice having a start time and an end time.

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14 **8. (Original)** A method as recited in claim 1 wherein the content is
15 defined in an extensible markup language (XML) file.

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17 **9. (Previously Presented)** A method as recited in claim 1 further
18 comprising scheduling the particular content to be removed at a second scheduled
19 time.

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21 **10. (Previously Presented)** A method as recited in claim 1 wherein the
22 scheduled time is a predetermined time period.

1 **11. (Original)** One or more computer-readable memories containing a
2 computer program that is executable by a processor to perform the method recited
3 in claim 1.

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5 **12. (Previously Presented)** A computer executable method comprising:
6 identifying a plurality of content providers;
7 determining whether each of the plurality of content providers has any new
8 content to retrieve;
9 retrieving new content from the plurality of content providers that have new
10 content to retrieve;
11 storing the retrieved content in a central database;
12 scheduling the retrieved content to be displayed on a Web page at a
13 scheduled time, wherein the scheduled time is based on an attribute associated
14 with the retrieved content; and
15 displaying the retrieved content on the Web page at the scheduled time.

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17 **13. (Original)** A method as recited in claim 12 wherein the retrieved
18 content is defined in an extensible markup language (XML) file.

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20 **14. (Original)** A method as recited in claim 12 further comprising
21 verifying the format of the retrieved content.

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1 **15. (Previously Presented)** A method as recited in claim 12 further
2 comprising:

3 verifying the format of the retrieved content by comparing a data structure
4 of the retrieved content with a data structure defined in a content structure
5 definition; and

6 rejecting content that is not verified.

7

8 **16. (Original)** A method as recited in claim 12 further comprising:

9 verifying the format of the retrieved content; and

10 editing the content if the retrieved content is not verified.

11

12 **17. (Previously Presented)** A method as recited in claim 12 further
13 comprising deleting previously displayed content after the scheduled time.

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15 **18. (Previously Presented)** A method as recited in claim 12 wherein the
16 retrieved content has an associated time slice, the time slice identifying a start
17 date, a start time, an end date, and an end time for displaying the retrieved content.

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19 **19. (Original)** One or more computer-readable memories containing a
20 computer program that is executable by a processor to perform the method recited
21 in claim 12.

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1 **20. (Previously Presented)** A computer executable method comprising:
2 identifying a plurality of content providers;
3 identifying a storage location associated with each of the content providers;
4 retrieving a file from each storage location, wherein the file identifies any
5 new content to retrieve from the storage location;
6 if the file identifies new content to retrieve from the storage location:
7 retrieving the new content;
8 storing the retrieved content in a central database;
9 scheduling the retrieved content to be displayed at a first scheduled
10 time, wherein the first scheduled time is based on a first attribute associated
11 with the retrieved content; and
12 scheduling the retrieved content to be removed at a second
13 scheduled time based on a second attribute associated with the retrieved
14 content.

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16 **21. (Previously Presented)** A method as recited in claim 20 further
17 comprising displaying the retrieved content on the Web page at the first scheduled
18 time.

19
20 **22. (Previously Presented)** A method as recited in claim 20 further
21 comprising verifying a format of the retrieved content and rejecting the retrieved
22 content if the format is not valid.

1 **23. (Previously Presented)** A method as recited in claim 20 further
2 comprising verifying a format of the retrieved content using a verification tool to
3 compare the format of the retrieved content to a format defined in a schema file
4 stored on a Web server.

5

6 **24. (Original)** One or more computer-readable memories containing a
7 computer program that is executable by a processor to perform the method recited
8 in claim 20.

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10 **25. (Previously Presented)** A content server comprising:
11 a content collector configured to retrieve content from a plurality of content
12 providers;

13 a content verification tool coupled to the content collector, the content
14 verification tool configured to verify content retrieved from the plurality of
15 content providers; and

16 a content scheduler coupled to the content collector, the content scheduler
17 configured to schedule the received content for display and further to schedule the
18 received content for removal.

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20 **26. (Original)** A content server as recited in claim 25 further including a
21 content editor coupled to the content scheduler and configured to modify the
22 received content.

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24 **27. (Original)** A content server as recited in claim 25 further including a
25 test Web page configured to display retrieved content.

1 **28. (Original)** A content server as recited in claim 25 wherein the content
2 verification tool rejects content if the content format is not valid.
3

4 **29. (Original)** A content server as recited in claim 25 further including a
5 database configured to store the content retrieved from the plurality of content
6 providers.
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8 **30. (Original)** A content server as recited in claim 25 wherein the content
9 is defined in an extensible markup language (XML) file.
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11 **31. (Previously Presented)** A content processing system comprising:
12 a content server configured to retrieve Web-based content from a plurality
13 of Web content providers, wherein the content is defined in an extensible markup
14 language (XML) file;
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16 a database coupled to the content server, the database configured to store
17 content retrieved from the plurality of content providers; and
18

19 a Web server coupled to the content server, the Web server including a
20 content structure definition file that defines a proper format for the content,
21 wherein the Web server is configured to maintain a plurality of Web pages that are
22 generated using content stored in the database, and wherein each of the plurality of
23 Web pages is displayed during a scheduled time period associated with content
24 contained in each Web page.
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1 **32. (Previously Presented)** A content processing system as recited in
2 claim 31 wherein the content structure definition file is accessible to content
3 providers to verify their content prior to retrieval by the content server.

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5 **33. (Original)** A content processing system as recited in claim 31 wherein
6 the content server includes a content verification tool that rejects content if the
7 content format is not valid.

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9 **34. (Previously Presented)** One or more computer-readable media having
10 at least one physical media, the computer-readable media having stored thereon a
11 computer program that, when executed by one or more processors, causes the one
12 or more processors to:

13 retrieve content from a plurality of content providers, the retrieved content
14 to be displayed in a Web page;

15 schedule the retrieved content to be displayed in the Web page at a first
16 scheduled time based on a first attribute associated with the retrieved content; and

17 schedule the retrieved content to be removed from the Web page at a
18 second scheduled time based on a second attribute associated with the retrieved
19 content.

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21 **35. (Original)** One or more computer-readable media as recited in claim
22 34 wherein the retrieved content is defined in an extensible markup language
23 (XML) file.

1 **36. (Previously Presented)** One or more computer-readable media as
2 recited in claim 34 wherein the one or more processors further create a multi-level
3 directory structure.

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5 **37. (Previously Presented)** One or more computer-readable media as
6 recited in claim 34, wherein the one or more processors further display the
7 particular content at the first scheduled time.

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9 **38. (Previously Presented)** One or more computer-readable media as
10 recited in claim 34, wherein the one or more processors further create a scheduled
11 content file that contains scheduled times associated with retrieved content.

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